

Outdoor
Outdoor Trends on Past 7 Days
AMPS Universe (Adult Poulation in '000)

	Jul00-Jun01(2001A)	Jan-Dec2001(2001B)	Jul01-Jun02(2002A)	Jan-Dec2002(2002B)	Jul02-Jul03(2003A)	Jan-Dec2003(2003B)	Jul03-Jun04(2004)	Jan-Jun04+Mar-Sep05(2005)	Mar-Sep05+Feb-Jul06(2006)	Feb-Jun06+Feb-Jun07(2007)	
	29 013	29 007	29 583	29 583	29 773	29 773	30 310	30 656	30 903	31 109	
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Billboard Ads	63.4	66.5	69	70.8	72.5	73.5	74.8	74.3	72.4	8897	73.5
Store Ads	72.6	75.7	77.2	78.6	80.6	81	82.5	81.7	79.4	8494	81.2
Bus Shelters	23.3	27.4	30	29.5	29.9	30.9	31.3	33.3	34.3	5595	37.3
Trailers	22.3	25.9	27.6	27.5	28.7	30	30.9	32	31.5	6089	35.5
Minibus Taxi Ads	59.2	60.2	61.6	61.6	62.7	64.3	65.1	62.9	61.2	7636	65
Train Ads	8.9	9.6	11.1	10.8	10	9.8	10.1	10.2	9.7	1733	11
Bus Ads	29	30.2	32.5	33	32.6	32.8	33.5	34.2	34.2	5974	38.3
Trucks				44.1	46	49.9	52.4	51.2	51.6	8046	60
Dustbins	-	-	-	-	-	-	-	-	-	5522	38.6